

Shumka  Program

Design for Startups



Fall 2022

Building a Brand for Climate Innovation

Halitra × Priyanka Poulose (MDes, 2024)

Halitra is a platform that helps commercial building owners identify and finance energy-efficiency improvements, accelerating the adoption of clean technologies. Working closely with the founding team, Priyanka led the development of a complete visual identity system, creating a brand foundation that translated a complex technical offering into a clear and compelling story for customers, investors, and industry stakeholders.

Design Activities: Brand strategy, visual identity development, communication design, design systems

D4S Fall 2022

Halitra x Priyanka Poullose

Branding for Cleantech

Collaboration

Partnership

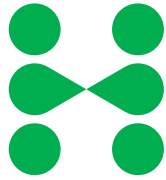
Connection

Network

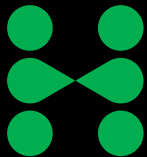
System

Key Words





Halitra



 Halitra





Old Logo



New Logo

Hvac Contractors



Banks



Municipalities



Building Owners



A service and investment network that accelerates electrified retrofits for small commercial buildings.

See if your building is eligible in just under 60 seconds.

[See How](#)

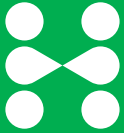
Backed by investors & advisors from



KIZMET



AClimate^{VT}



Partner Benefits

● HVAC Contractors

We fill their pipelines full of financed work, empowering them to develop stickier customer relationships.

● Banks

We enable banks to increase loan size, improve and decarbonize their loan portfolio.

● Building Owners

We give building owners a simplified and profitable electrification path.

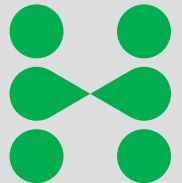
● Utilities

We increase the reach of their incentive programs at low cost.

● Municipalities

We save municipalities the cost and complexity in delivering financing programs.

Our system is collectively removing the **Green Premium** currently preventing small commercial building stock from investing in energy efficiency and building electrification.



Commercial buildings account for 16% of US emissions.



Small Commercial Buildings



- 94% of commercial buildings
- 50% of commercial building emissions
- Privately owned
- No in-house management
- Cannot manage their transition

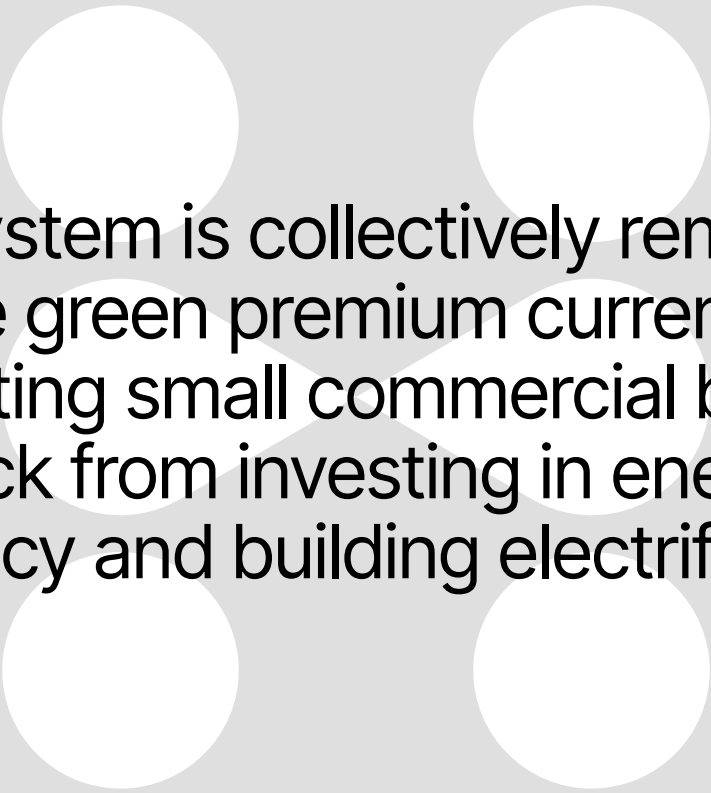
- ✗ *Easy access to finance and utility incentives*
- ✗ *Budget to hire engineering experts*
- ✗ *Budget to buy equipment and systems*

Big Commercial Buildings



- 6% of commercial buildings
- 50% of commercial building emissions
- Institutionally owned
- Professionally managed
- Can manage their transition

- ✓ *Easy access to finance and utility incentives*
- ✓ *Budget to hire engineering experts*
- ✓ *Budget to buy equipment and systems*



Our system is collectively removing
the green premium currently
preventing small commercial building
stock from investing in energy
efficiency and building electrification.



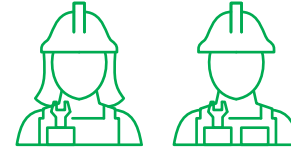
Big commercial
building



Small commercial
building



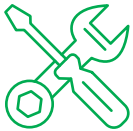
Lender



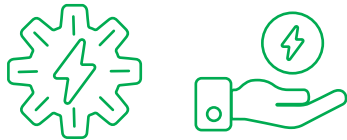
Contractor



Building owner



Utility



Energy efficiency



Electrification



No money down
No loan



Low, predictable
monthly payments



Regular maintenance
included



No lien on building
required - ever



15-year performance
guarantee



All banks can be green banks.

Halitra enables lenders to qualify every building for low-carbon finance.

● Impact Statement

8% of US emissions emanate from small commercial buildings unable to access low-carbon finance. Halitra-powered lenders bridge this finance gap.

● The Status Quo

Lenders struggle to invest in small commercial building retrofits because it is too costly and complex for fragmented building owners to implement low-carbon measures. Additionally, small building loan origination and underwriting is time consuming and expensive. This is a showstopper because small buildings account for up to 1/2 of lender commercial loan portfolios.

● Our Solution

Proprietary Retrofit Database

Enables ML learning algorithms to provide two small commercial building services



Retrofit Service Network

We partner with local contractors to reduce the complexity of delivering low-carbon building retrofits.



Investment Platform

Lenders receive uncovered and aggregated low-carbon investment opportunities from local contractors.

● Stakeholder Benefits



HVAC Contractors

We fill their pipelines full of financed work empowering them to develop stickier customer relationships.



Banks

We enable banks to increase loan size, improve and decarbonize their loan portfolio.



Building Owners

We give building owners a simplified and profitable electrification path.



Utilities

We increase the reach of their incentive programs at low cost.

● Tailwinds

The EU and 193 nations are parties to The Paris Agreement and lenders globally are trying to decarbonize their loan and investment portfolios; Partnership for Carbon Accounting Financials is one example with > 320 lenders managing > \$81 Trillion in assets that are signed up to assess and disclose emissions of their loans and investments.

In support of Paris Agreement targets all levels of government are passing legislation targeting building decarbonization and soliciting new business models and financial innovation to drive net zero building new construction and existing building retrofits.

● Our Insights

Large Buildings

6% of total buildings (>50k sq.ft)
50% of total emissions

Small Buildings

94% of total buildings (<50k sq.ft)
50% of total emissions



94% of US commercial buildings are small, averaging just 8.7K SF, contrasting starkly with the 6% of big buildings, averaging 135K SF. There are >5.5M of these small buildings, disproportionately owned by fragmented SMEs. Reaching millions of SMEs is a customer acquisition nightmare. However, each property has a relationship with a bank or credit union. So, by working at a portfolio scale through lenders, we can solve the small commercial building fragmentation problem that has flummoxed previous approaches.

Additionally, our contractor network deploys our temporary, automated, reusable, and rechargeable fault detection sensors during routine customer visits, this keeps our service costs low.

info@halitra.com

www.halitra.com

Vancouver, BC

Logo Explorations

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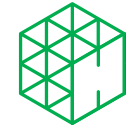


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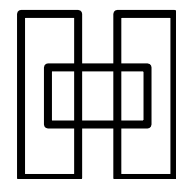
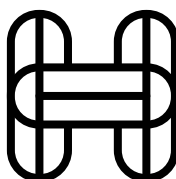
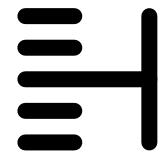
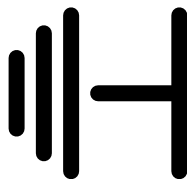
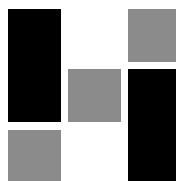
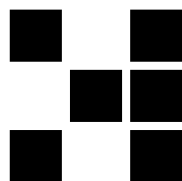
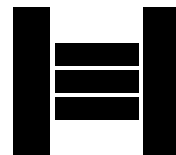
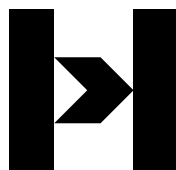
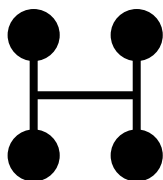
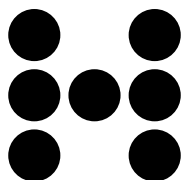
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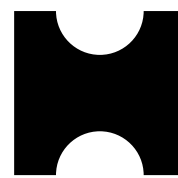
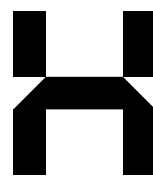
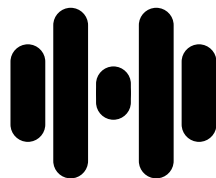
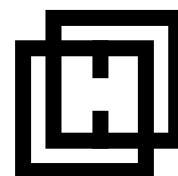
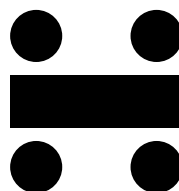
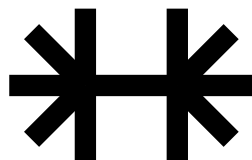
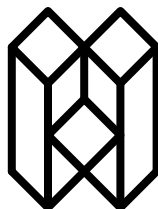
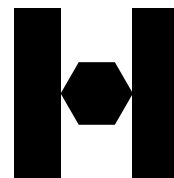
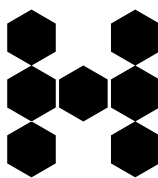
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Thank You!